

Apr 77

THE UNIVERSITY OF CHICAGO

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Vice-President for Public Affairs

Dear Alumnus:

Many alumni have told us that the special prepublication discount offer for DREAMS IN STONE: THE UNIVERSITY OF CHICAGO reached them too late to take advantage of the special \$29.50 price before the December 31 cut-off.

Apparently the post office is to blame, since complaints have come in from all over the country. For that reason, we are extending the discount offer for DREAMS IN STONE to alumni only. The special price for alumni will remain in effect through April 30.

DREAMS IN STONE, containing 348 magnificent pictures of every building on campus, has been winning praise and prizes ever since its publication. The book is splendidly printed and bound. When I wrote to you before Christmas, I said there was good reason to think it would be seen as a work of art. The reviewers agree:

Edwin Wagenknecht, in "The New Courier" (Waltham, Massachusetts), writes:

The beauty of the book itself it would be impossible to overpraise. . . . I wonder if any great institution has ever seen itself so captured and memorialized in a magnificent book, conceived and molded in love, and brought forth with sacrifice, as The University of Chicago has done here.

Henry Kisor, reviewing it in the "Chicago Daily News," calls DREAMS IN STONE

a nice love song to Alma Mater. . . . The pictures are paragons of the demanding art of photography.

Jonas Dovydenas, in "Chicago Magazine," writes:

DREAMS IN STONE is a book of photography, a book of architecture, and above all, a book of the University of Chicago. . . . The photographs record. . . . The campus reflects a history of ideas in architecture. There is not one of everything, but everything is one. . . . It delights and enlightens.

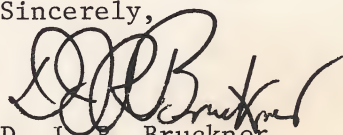
Claudia Cassidy, reviewing the book on WFMT, said:

Like all good photographs, they show a wealth of detail you might miss in strolling, or hurrying. . . . A beautiful book, DREAMS IN STONE, especially because the dreams come true.

In addition, DREAMS IN STONE not only placed first in its category at the recent Chicago Book Clinic, but was the only book in the show to achieve a perfect score. One judge called the book "outstanding." Another said, "I would like to own this one."

To take advantage of the special \$29.50 prepublication price, send us your check today. Make it payable to the University of Chicago. An order form and postage-paid return envelope is enclosed for your convenience.

Sincerely,



D. J. R. Bruckner

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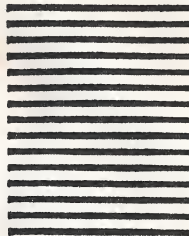
THE UNIVERSITY OF CHICAGO

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Please send _____ copy (ies) of

Dreams in Stone

The University of Chicago

10½" x 9" 288 pages 348 pictures hardbound

I enclose a check to cover the cost of and all handling at \$29.50
per volume.

Make checks payable to The University of Chicago.

Please print name, address, and zip code clearly.

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